

Spend Less – AccQuire More

The following examples illustrate typical results of using house lists with AccQuire vs. traditional marketing. In these examples, the house lists produce 55% of the responses and represent only 10% of the total campaign costs.

Example #1: Your own leads are your best lists

Direct Mailers	Purchased lists	AccQuire House Lists
Mailers Sent	84,268	27,114
List Costs	\$19,417	\$0
Design, Printing, Mail Processing & Postage	\$28,218	\$9058
Total Cost	\$47,635	\$9058
Number of Inquiries (Responses)	227	141
Average Cost-Per-Inquiry	\$210	\$64

Estimated AccQuire Benefit on this campaign[★] = \$35,342

141 leads x 4% conversion = 6 new students x \$7,400 tuition = \$44,400 - \$9,058 in marketing costs = \$35,342

Example #2: Your own email addresses can work wonders

Open House Event	Traditional Advertising	AccQuire House Emails
Invitation Reach	Radio, print ads, postcard & purchased email list	13,302
Total Cost	\$45,000	\$400 [†]
Number of RSVPs	195	398
Number of Attendees	162	338
Average Cost-Per-RSVP	\$230.77	\$1.01
Average Cost-Per Attendee	\$277.77	\$1.18

Estimated AccQuire Benefit on this campaign[▲] = \$75,200

338 attendees x 8% conversion = 27 new students x \$2,800 tuition = \$75,600 - \$400 marketing costs = \$75,200

Scenarios are based on real examples of two separate campaigns by one university's continuing education division. Actual campaigns ran between 2000 and 2002. Individual results will vary from institution to institution.

[★]Based on a \$7,400 average annual income from each new part-time graduate student and a 4% conversion rate.

[▲]Based on a \$2,800 average annual income from each new non-credit student and an 8% conversion rate.

[†]Email invitations sent at approx \$0.03 each — through AccQuire e-marketing functionality.